



NEWS RELEASE
FOR IMMEDIATE RELEASE
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Matchmaking is a serious business at ISF
Exclusive services at International Sourcing Fair will generate valuable business connections

Johannesburg – The International Sourcing Fair (ISF) is bringing to Africa an expansive array of the latest global innovations and product ranges in the home, gift, office and hospitality sectors. This strictly trade-only event is aimed at Wholesalers, Importers, Agents, Distributors, Retailers and Commercial Suppliers and is taking place from the 13th – 15th September 2017 at the Ticketpro Dome in Johannesburg.

“ISF is a serious retail and buying event and we’re proud that it’s the first of its kind on the continent,” said Sian Cullingworth, Portfolio Director: Lifestyle, Design & Retail Exhibitions at Reed Exhibitions. “At this inaugural event we’re expecting 4 000 trade visitors and 200 of the best international exhibitors representing at least 15 countries.”

Reed Exhibitions is Africa’s leading exhibitions network and ISF forms part of their award-winning lifestyle, design and retail portfolio that includes high-profile shows like Decorex SA and 100% Design South Africa.

Exclusive ISF services

ISF will facilitate events and networking opportunities through their Business Matchmaking and Hosted Buyer Programmes. The Business Matchmaking Programme is a pre-show platform that enables participants to set up meetings with target markets. Confirmed exhibitors and buyers are added to the programme and a profile is automatically created, which can be viewed by all participants before the event. Intelligent matchmaking reports will identify which buyers and exhibitors should meet and participants can then request meetings for particular timeslots.

“Participants can pre-profile, pre-match and pre-schedule meetings with exactly who they want to meet during ISF. Not only is this proactive but it also maximises the networking experience. There will also be a Business Matchmaking team onsite to assist with scheduling meetings,” said Cullingworth.

In addition, there is a Hosted Buyer Programme that features a group of between 50-100 local and African buyers, from retailers with the largest African footprint. Buyers will be selected according to specific criteria and they will form part of the Business Matchmaking Programme.

The benefits to buyers and exhibitors

The drawcard for exhibitors is the ability to connect with key African buyers and arrange meetings, while buyers will leave with key contacts and potential suppliers for their specific needs.

“Our matchmaking service is like online dating for business. Our goal at ISF is to make business interactions as tailored and seamless as possible, so we encourage participants to update their profile and start scheduling in their meetings.” said Sian Cullingworth.



NEWS RELEASE
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Reed Exhibitions appoints Stratitude as PR agency for International Sourcing Fair

Johannesburg – Stratitude has been appointed as the PR agency for the inaugural International Sourcing Fair (ISF), taking place from the 13th – 15th September 2017 at the Ticketpro Dome in Johannesburg. The fair is the first of its kind in Africa and is set to transform the face of buying across the continent.

ISF is a trade-only event and provides a platform for international suppliers and manufacturers to connect directly with local distributors, retailers and procurement departments from South Africa and the rest of the continent. The fair provides access to the latest global innovations, and retail and commercial product ranges for the home, office, gift and hospitality sectors.

“We are very excited to be working alongside the Reed Exhibitions’ team on the launch of the fair,” said Stella Carter, head of client service at Stratitude. “It’s a landmark event for Africa, and it’s our task to build the ISF brand and create awareness of the exhibition in South Africa and across the continent. As a member of AMIN Worldwide, Stratitude has access to an effective African network, which puts us in a good position to introduce and expand the ISF brand to the desired African countries.”

Developed and managed by Reed Exhibitions, Africa’s leading exhibitions network, ISF forms part of the company’s award-winning lifestyle, design and retail portfolio that includes well-known titles like Decorex SA and 100% Design South Africa.

ISF is expecting 200 exhibitors from at least 15 countries, with confirmed exhibitors coming from China, Turkey, Germany, India and Brazil.

“Stratitude has a strong PR offering which impressed us,” said Sian Cullingworth, portfolio director: lifestyle, design & retail at Reed Exhibitions. “We look forward to collaborating with their team to create a hugely successful event.”



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ISF to put Africa on the global sourcing map
International Sourcing Fair confirms list of international exhibitors for inaugural event

Johannesburg – The International Sourcing Fair (ISF) is the first of its kind in Africa, providing an exclusive platform where international suppliers and manufacturers can connect directly with wholesalers, Importers, Agents, Distributors, retailers and commercial suppliers from South Africa and the rest of the continent.

ISF is a trade-only event and it brings to Africa the latest global innovations in materials, technology and design, along with product ranges in the home, gift, office and hospitality sectors. The event is taking place from the 13th – 15th September 2017 at the Ticketpro Dome in Johannesburg.

“We are expecting 200 quality international exhibitors from at least 15 countries and 4 000 trade visitors to attend this inaugural three-day event,” said Sian Cullingworth, Portfolio Director: Lifestyle, Design & Retail Exhibitions at Reed Exhibitions. “Show attendees will include retail and hospitality buyers, as well as importers, wholesalers, distributors, decorators, interior designers and online retailers, among others.”

Reed Exhibitions is Africa’s leading exhibitions network and ISF forms part of their award-winning lifestyle, design and retail portfolio that includes high-profile shows like Decorex SA and 100% Design South Africa.

“All exhibitors are vetted and we pre-approve all their products to ensure that only the highest quality items are on show. We are excited to introduce a regional focus, as this enables exhibitors to showcase their strengths and manufacturing traditions, so you can expect to see bamboo tableware from Vietnam and kilim rugs from Turkey,” said Cullingworth.

Countries that are exhibiting include:

- **China:** Home décor, furniture, lighting, kitchenware and tableware, office and desktop, outdoor and garden, glassware, art and framing, craft pottery and ceramics, home textiles and linen
- **Turkey:** Home décor, furniture, lighting, kitchenware and tableware, glassware, art and framing, craft pottery and ceramics, home textiles and linen
- **Germany:** Home décor and furniture
- **India:** Home décor, furniture, lighting, kitchenware & tableware, glassware, art and framing, craft pottery and ceramics, home textiles and linen
- **Brazil:** Ceramics
- **Additional confirmed exhibitors include:** Indonesia, Korea, Pakistan, Italy and Taiwan.

Exhibitor packages are available and there will be trade lounges for private meetings and to conduct business. As ISF is strictly trade-only, there will be a Hosted Buyer Programme to ensure that only serious decision-makers attend. The programme features a group of between 50-100 pre-qualified senior staff, from retailers with the largest African footprint, selected according to the following criteria: purchasing power, spend, country, relevance to key sectors, core products, and objectives of the visit. To access the online Hosted Buyer Application form visit: <http://bit.ly/2a1krBZ>

Another exclusive service being offered at ISF is the business matchmaking programme, facilitated by Outsmart Marketing. It is a proactive, pre-show platform where participants can view profiles and select who they want to meet at the event. This fully customised programme enables participants to maximise their networking experience by setting up actual business interactions with target markets.

"ISF is a serious retail and buying event, with quality international suppliers and high-calibre Africa buyers all under one roof. Through the fair we're bringing the world to Africa and opening up the international landscape to the consumer power of the continent," said Cullingworth.



About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 30 countries. In 2015 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 40 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

www.reedexpo.com



About Stratitude

Stratitude is a one-stop, integrated marketing solution that provides exceptional, measurable outcomes across all communication platforms. This award-winning agency focuses on results-driven solutions, to help organisations build more rewarding relationships with their customers, employees and stakeholders, with marketing and communications that work for them. For more information visit www.stratitude.co.za.

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